

Business Survey 2022 Snapshot

The 2022 sample consists mainly of privately-owned companies (50%) and sole traders (34%). 37% operate from a commercial premise and 31% identify as a home-based business.

EMPLOYMENT/TURNOVER

- 59% of businesses deal with consumers only, and 26% deal with businesses only
- 41% of businesses reported an annual turnover of greater than \$500,000
- On average, businesses employ 6.9 full-time staff members and 2.2 part-time staff members - compared to 2020, significantly more businesses are taking on trainees/apprentices

BUSINESS PROMOTION

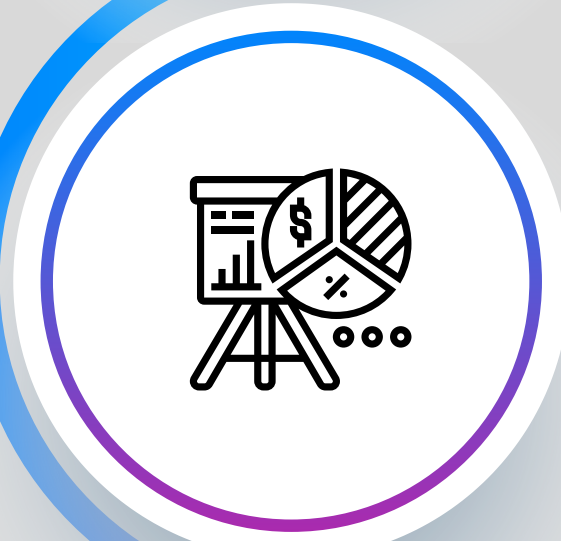
- 26% cater to tourists, with 11% of those actively promoting to tourists outside of the Sutherland Shire region
- Business promotion via social media is increasing, particularly for Instagram and TikTok
- 41% of businesses see customer growth as an opportunity in the next 5 years and 41% believe there is opportunity to increase staff

BUSINESS CHALLENGES

- Increasing costs
- Changing economy/downturn
- Finding suitable/qualified staff
- Traffic and parking
- Attracting/retaining customers

OPPORTUNITIES

- Access to funding/grants
- Better road infrastructure
- Advertising opportunities
- Providing business support/courses/information
- Host networking events/opportunities



This year we have seen an increase in Manufacturing and Retail Trade, with businesses (particularly in the Construction industry) reporting a skill shortage - 42% up from 26% in 2020.



Base: N = 300 surveys conducted. A sample size of 300 provides a maximum sampling error of plus or minus 5.6% at 95% confidence.